

# State of CalFresh 2018



*Kim McCoy Wade*

**Chief, CDSS CalFresh and Nutrition Branch**

**March 14, 2018**



Participation  
Going UP

2015

• USDA: 70%

2016

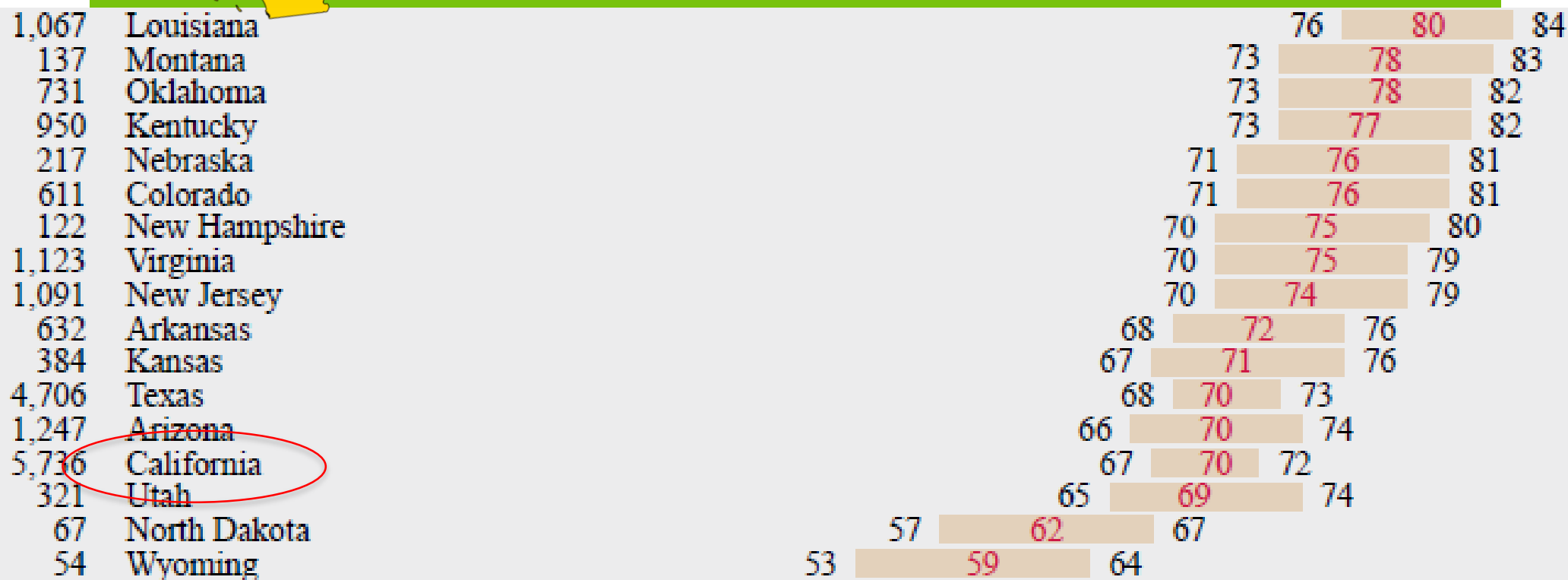
• CDSS: 72%

Source: *CDSS CalFresh Data Dashboard*

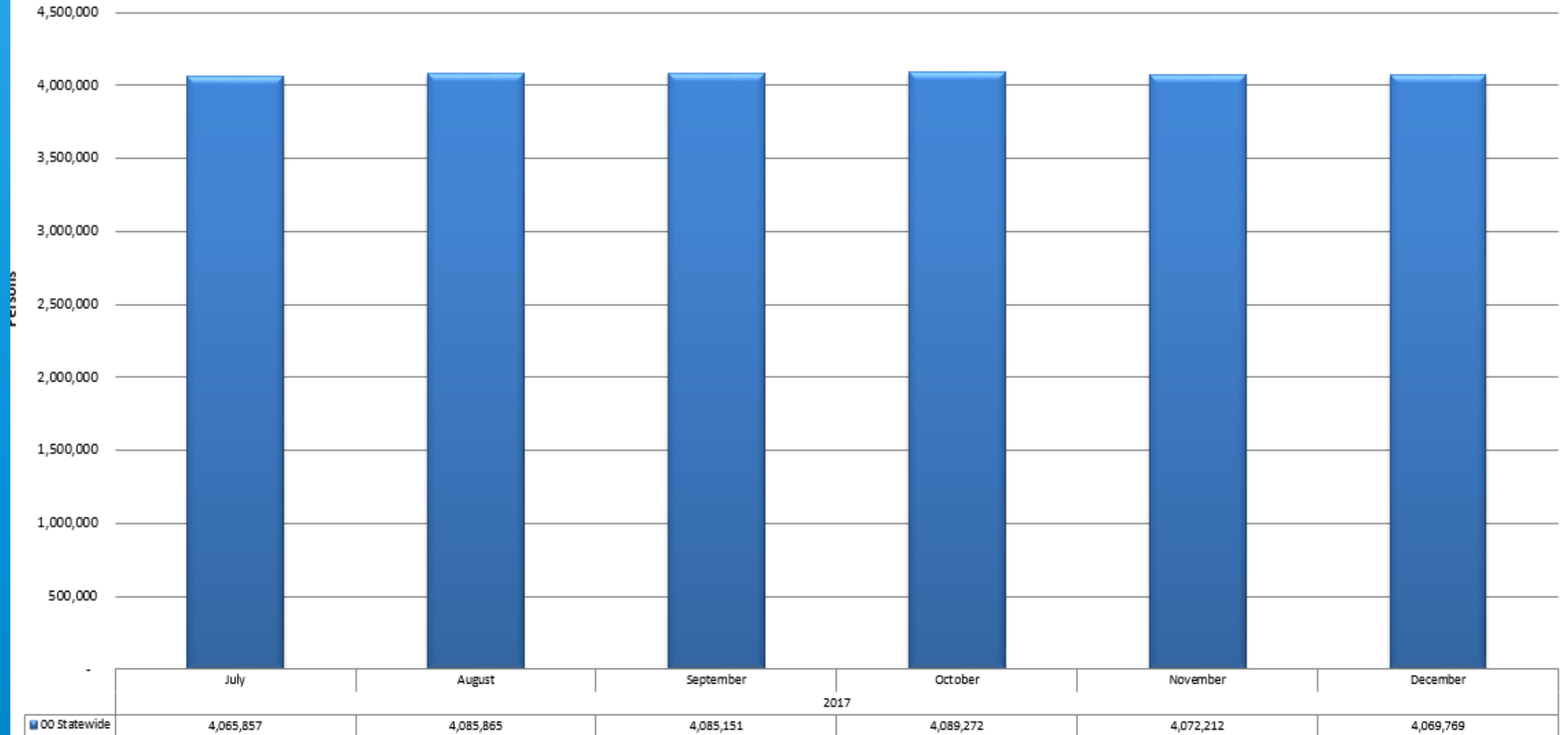
<http://www.cdss.ca.gov/inforesources/Data-Portal/Research-and-Data/CalFresh-Data-Dashboard>



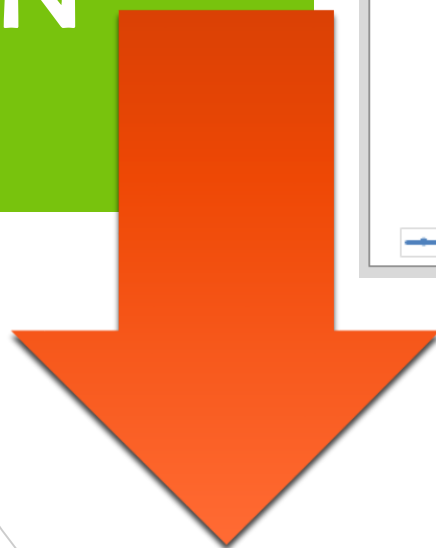
# California: 45<sup>th</sup> out of 50



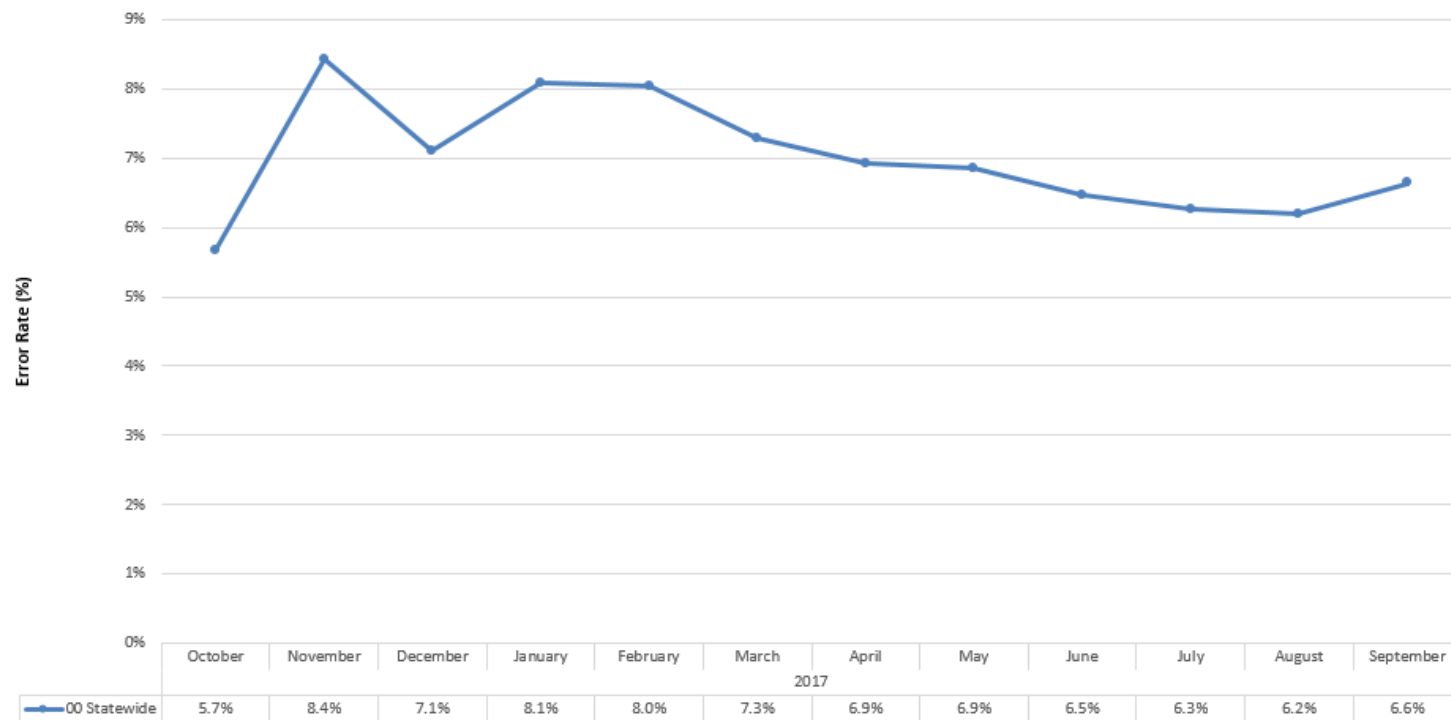
CalFresh Persons (Monthly), 2017



Errors Going  
DOWN\*



Active Error Rate (Monthly Cumulative %), FFY 2017





# Timeliness on TRACK

## Timeliness – 30 & 3 day

- Consistently over 90%

## Churn

- New Report in Production

## SAR 7

- Redesign in User Testing





# Goal 1: Fast & Easy Access to Benefits



**CALL**

Monday to Friday – 8:00am to 5:00pm  
for immediate help over the phone!  
**(916) 874-3100**



**CLICK**

Anytime, 24/7  
Apply, renew, upload documents and more!  
**[www.mybenefitscalwin.org](http://www.mybenefitscalwin.org)**



**COME IN**

Only when necessary.  
Most issues can be resolved faster by phone!

Learning Collaborative on Call Centers for 29 counties – June 2017  
Call Center Tours in San Bernardino (June), Sacramento (August), Santa Barbara (October)



Month/Year



Percentage of Online Application



September 2017



33%

Get help putting  
food on the table

Apply for food stamps in 10 minutes

Apply now →



*The Department of Finance welcomes you to the*

## California Budget 2018-19

Edmund G. Brown Jr. Governor  
State of California

Expanding On Line Access





## Goal 2: Accuracy



Accuracy Summit in San Diego – September 2018



## Goal 3: Access for All

Children

College  
Students

Seniors

ABAWDs

Disaster




CDSS CalFresh Resource Center


<http://www.cdss.ca.gov/inforesources/CalFresh-Resource-Center>




# Goal 4: Nutrition Education

eatFresh.org  Tasty Recipes  
On Your Budget

English | Español | 繁體中文


Search for a recipe, ingredient or healthy tip... 

Recipes Meal Plans Discover Foods Ask a Dietitian Lifestyle My Local Resources  MY RECIPES


### Find Recipes


- Most Popular Recipes
- Very Quick Recipes
- Low Added Sugar Recipes
- Kid-Friendly Recipes
- Vegetarian Recipes
- Slow Cooker/Crockpot Recipes


### Recipe of the Month




**BBQ Baked Beans and...**

 94

Apply for  **cal fresh**  
BETTER FOOD FOR BETTER LIVING

 Take the FREE  
EatFresh.org  
MiniCourse >

 VIDEO: How to Use  
EatFresh.org >



## Goal 5: Employment & Training

### Expansion

- 36 counties
- 60 providers
- 1 state contract  
(Community College Foundation)
- More than 100,000 clients

### Outcomes

- First ever employment and wage outcomes

# Expansion!



## Goal 6: Food Distribution

EFAP

CSFP

CalFood

Disaster/Drought







# What's New 2018

State Hub Roadmap

Reducing Overissuance/  
Overpayment Initiative

Language Access & Government  
Action on Race & Equity

SNAC's *Get More at the  
Farmer's Market* Campaign

E&T Online Resource Center

*INTRODUCING*



# *CURRENT LANDSCAPE*

CalFresh

SNAP-Ed

E & T

Outreach

Disaster Response

# *CURRENT CHALLENGES*

Californians still feel the stigma of being “food stamp” recipients.

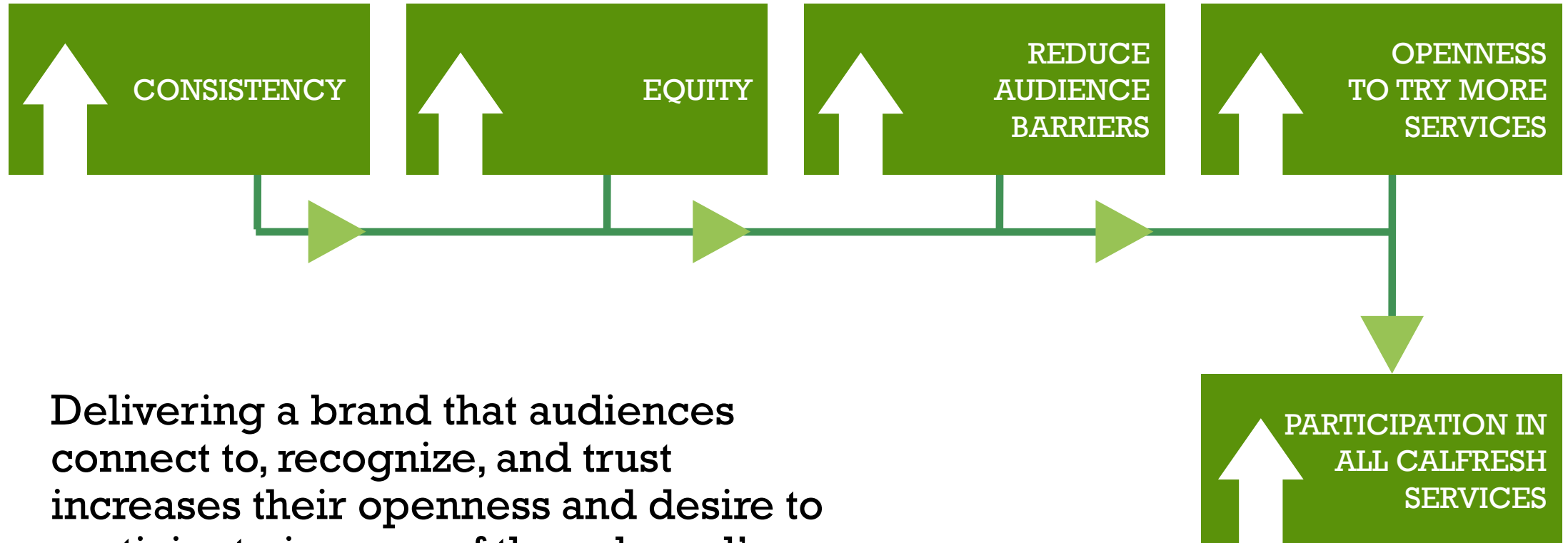
Disconnect between CalFresh (SNAP) and SNAP-Ed

Confusions at retail: EBT, SNAP, Golden State Advantage

# CURRENT BRAND LANDSCAPE



# WHY IT MATTERS



Delivering a brand that audiences connect to, recognize, and trust increases their openness and desire to participate in more of those brand's activities.



TRUST

CONNECTION

REFERRAL

WORD-OF-MOUTH

*THE WHOLE IS  
GREATER  
THAN THE SUM  
OF ITS PARTS*

REPETITION

RECOGNITION

DEFERENCE

MOMENTUM



**Thank You!**